

Melumad and Meyer (2020)

Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure

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Marketing with purpose (ABRI / BDS)

Overview: Focus & Comfort increase Disclosure

- Consumers tend to be **more self-disclosing on their smartphones** due to feelings of **comfort** and narrow attentional **focus**
- This tendency is found in **different contexts**, such as restaurant reviews, tweets, open-ended surveys, and surrendering **personal information** in web advertisements
- Important **marketing implications**, e.g. conducting consumer surveys via smartphones, ideally with text boxes to leverage attentional focus

Highlights: Study 1 — Depth of Disclosure Across Devices on Twitter

- Dataset of 369,161 tweets containing trending hashtags within a 12-hour period in December 2015, covering various topical domains, to investigate potential disparities between smartphones and PCs.
- **Dictionary approach** to express content of the text in 6 dimensions
- Supplemented with **human ratings** of tweets for two hashtag categories
- Both analysis yield that the level of **self-disclosure is statistically different** between smartphones and PCs
- Reproduced with other tweet-datasets

Lowlights: The presented framework

"The model hypothesizes two parallel causal paths of mediation: one stemming from greater focus on the disclosure at hand, and the other through feelings of enhanced psychological comfort on the device."

*"The model hypothesized that the **direct effect** of smartphone (vs. PC) use on human-judged depth of self-disclosure is described by **two causal paths** "*

Lowlights: The presented framework

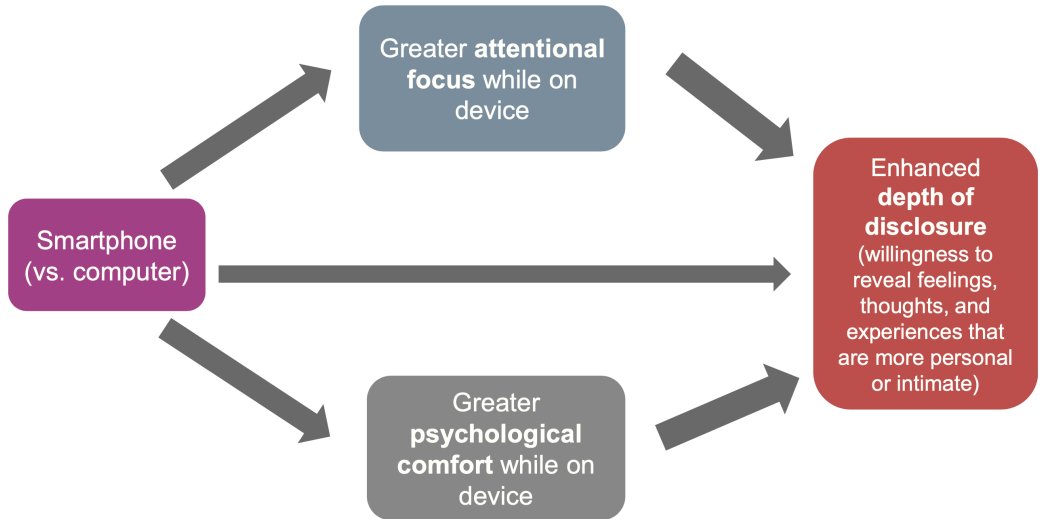


Figure 1: Theoretical model from Melumad and Meyer (2020)

Lowlights: The implied framework

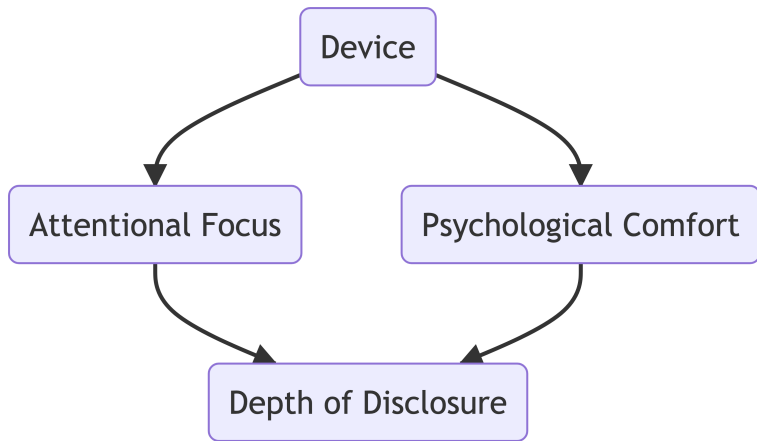


Figure 2: Compare to Melumad and Meyer (2020)

The Device **confounds** Attentional Focus and Psychological Comfort.

However, parts of the paper suggest a **direct effect** of Smartphone vs PC on Depth of Disclosure?

Discussion: Open Questions, Limitations & Extensions

- “I do not buy these types of products” — Why is this rated as a “non-comply”?
- What about **spelling assistance** on smartphones?
- What is the role of **shame**? Is it part of Psychological Comfort?
- What about other devices e.g. **Virtual Reality** → Metaverse?
- Would the smarphone ads also have a higher **ROI**?
- **Ethics** of managerial implications?

Melumad, Shiri, and Robert Meyer. 2020. "Full Disclosure: How Smartphones Enhance Consumer Self-Disclosure." *Journal of Marketing* 84 (3): 28–45.
<https://doi.org/10.1177/0022242920912732>.